

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for advertising in a network-based supply chain management framework, comprising:

- a) a supply chain management computer receiving data relating to goods sold by the stores from a plurality of stores of a supply chain utilizing a network;
- b) the supply chain management computer allowing a supply chain participant to access the data utilizing a network-based interface;
- c) the supply chain management computer identifying the supply chain participant and analyzing the data being accessed by the supply chain participant; and
- d) advertising at least one product or service from a non-supply chain participant relating at least indirectly to the goods or services or operations provided by at least one of the participants in to the supply chain participant in accordance with the analysis.

2. (Original) The method of claim 1, wherein the network includes the Internet.

3. (Currently Amended) The method of claim 1, wherein the supply chain participant is a non-store supply chain participant such as ~~includes at least one of a supplier, or a distributor, and a store.~~

4. (Canceled) The method of claim 3, wherein the advertising advertises the sale of products required for the production of the goods produced by the stores.

5. (Canceled) The method of claim 3, wherein the advertising is conducted by at least one of the supply chain participants.

6. (Original) The method of claim 1, wherein a charge is required for the advertising.

7. (Currently Amended) A system for advertising in a network-based supply chain management framework, comprising:

- a) logic for a supply chain management computer receiving data relating to goods sold by the stores from a plurality of stores of a supply chain utilizing a network;
- b) logic for the supply chain management computer allowing a supply chain participant to access the data utilizing a network-based interface;
- c) logic for the supply chain management computer identifying the supply chain participant and analyzing the data being accessed by the supply chain participant; and
- d) logic for advertising at least one product or service from a non-supply chain participant relating at least indirectly to the goods or services or operations provided by at least one of the participants in ~~to~~ the supply chain ~~participant~~ in accordance with the analysis.

8. (Original) The system of claim 7, wherein the network includes the Internet.

9. (Currently Amended) The system of claim 7, wherein the supply chain participant is a non-store supply chain participant such as ~~includes at least one of a supplier, or a distributor, and a store.~~

10. (Canceled) The system of claim 9, wherein the advertising advertises the sale of products required for the production of the goods produced by the stores.

11. (Canceled) The system of claim 9, wherein the advertising is conducted by at least one of the supply chain participants.

12. (Original) The system of claim 7, wherein a charge is required for the advertising.

13. (Currently Amended) A computer program product for advertising in a network-based supply chain management framework, comprising:

- a) computer code for a supply chain management computer receiving data relating to goods sold by the stores from a plurality of stores of a supply chain utilizing a network;

- b) computer code for the supply chain management computer allowing a supply chain participant to access the data utilizing a network-based interface;
- c) computer code for the supply chain management computer identifying the supply chain participant and analyzing the data being accessed by the supply chain participant; and
- d) computer code for advertising at least one product or service from a non-supply chain participant relating at least indirectly to the goods or services or operations provided by at least one of the participants in ~~to~~ the supply chain ~~participant~~ in accordance with the analysis.

14. (Original) The computer program product of claim 13, wherein the network includes the Internet.

15. (Currently Amended) The computer program product of claim 13, wherein the supply chain participant is a non-store supply chain participant such as ~~includes at least one of a supplier, or a distributor, and a store.~~

16. (Canceled) The computer program product of claim 15, wherein the advertising advertises the sale of products required for the production of the goods produced by the stores.

17. (Canceled) The computer program product of claim 15, wherein the advertising is conducted by at least one of the supply chain participants.

18. (Original) The computer program product of claim 13, wherein a charge is required for the advertising.